

**UTAH OFFICE OF TOURISM
BOARD MEETING AGENDA**

Friday, August 14, 2020 – 10:00 am to 12:00 pm

Virtual Meeting Via Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/87897839447?pwd=d3dtS3g3UFZuQldPNkpBbGxSbnJjUT09>

Meeting ID: 878 9783 9447

Password: 038986

1. Welcome & Introductions: Lance Syrett, Chair, Board of Tourism Development - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Co-op Committee Recommendations for Awarding Approximately \$5.007 million to Cooperative Marketing Applicants: Kym Buttschardt, Co-op Committee Chair, Board of Tourism Development - 10:25
5. Marketing Committee Report:
 - a. Update on COVID metrics - Jonathan Smithgall - 10:45 am
 - b. Update on Southern Utah + campaign performance- Jonathan Smithgall, Media Buyer, Love Communications - 11:00 am
 - c. Ski+ campaign strategy update- Dave Williams, Associate Managing Director, Utah Office of Tourism - 11:15 am
6. UTIA Update: Cody Adent, Executive Director, Utah Tourism Industry Association - 11:20 am
7. Announcements/Upcoming Events – Board and Public - 11:30 am

Meeting adjourned

The next board meeting will be held on Friday, September 11, 2020 on Zoom.

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state